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About Alexa**History**

Founded in April 1996, Alexa Internet grew out of a vision of Web navigation that is intelligent and constantly improving with the participation of its users.

Alexa's version 1.0 toolbar was first released in September of 1997. The toolbar featured Site Information, Related Links, access to archived pages, access to Encyclopaedia Britannica content, and an instant messaging feature.

In 1998, Netscape built Alexa into the 4.0 version of the Netscape Navigator browser as the centerpiece of the "Smart Browsing" feature set. Meanwhile, the Alexa toolbar had clocked over 1 Million downloads. Alexa began a long partnership with the Library of Congress, donating a copy of Alexa's crawl of the web to the new digital library.

In 1999, following Netscape's lead, Microsoft built Alexa into the browser. Alexa popularity was reaching an all-time high with over 3 Million downloads. In June of 1999, Amazon.com purchased Alexa Internet.

In 2000, Alexa released the version 5.0 toolbar, incorporating shopping features and search functions. Total downloads exceeded 7 million. Alexa's donations of crawl to the Internet Archive 8 Terabytes in size (about 6 million floppy disks.)

In 2001, Alexa released Alexa Toolbar 6.0, incorporating a new sleeker design, and the Wayback button. Alexa's crawl donations to the Internet Archive surpassed the 100 terabyte mark. All pages were fully indexed and made available in the [Wayback Machine](#), which is now the largest database in the World. The Wayback Machine, built by Alexa Internet for the Internet Archive, was named the site of the year by Yahoo Internet Life magazine.

In May of 2002 Alexa released Alexa Web Search and Alexa Toolbar version 6.5. By partnering with Google, Alexa has built a new kind of search engine, one that helps users collaborate and find the best sites, with less effort. Alexa's crawl donations to the Internet Archive have now surpassed the 200 terabyte mark.

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These search terms have been highlighted: **personal profile includes mood data**

**ENHANCING USER EXPERIENCE
 WITH
 PRESENCE BASED COMMUNICATION**

1. Wireless Instant Messaging

2. Video Messaging

3. Multimedia Messaging

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Wireless Instant Messaging

Wireless Instant Messaging enables users to communicate with their friends and colleagues instantly anytime and anyplace. In addition, users can search new acquaintances with similar interests from Instant Messaging communities. The messaging features enable users to chat, send group message and share files - as well as to receive content adapted for example according to the user **profile** or Presence and availability information brings a new element to messaging: users are able to see eac

whereabouts, **mood**, and location, and also the capabilities of the communication device they have

Presence based communication stimulates messaging and eases inter-person communication. Messages are automatically routed to the device that the user is closest to in the best possible format. This relieves end-users of the burden to check whether the recipient is busy, or can he be reached by phone or e-mail. The presence **data** can also act as a trigger for the communication. When a user sees his/her friend's presence stating that he/she is in an exciting location, close by or just willing to chat with someone, it is an easy step to initiate communication with that person. Thanks to the ease-of-use of computer keyboards and large screens, it is also easier to send messages from desktop to mobile. Innovative approaches to both pre-paid and post-paid - ensure that also these transactions can be commercially put to use.

Emerging standards and terminal implementations such as Wireless Village support take the Wireless Instant Messaging service usability to an even higher level. With built-in clients in the handsets checking your contacts' presence - and also chatting with them, is as easy as with desktop clients today.

Video Messaging

Video Messaging is an exciting and powerful way to communicate. A video message is extremely popular and it is a very fun experience to receive one. Video Messaging enables users to capture, send and receive video greetings. The presence-enabled delivery ensures that the recipients receive the messages in the optimal format to their current online terminal. Message notifications are delivered as SMS, WAP push, Instant Messages and MMS. The system automatically streams the video into devices capable of viewing streaming video. The video messenger also enables delivery of text-based messages, still images and

Video messaging is used for example to send **personal** messages to your friends and loved ones in a completely new way. Video messages - such as birthday or holiday greetings - can enhance the everyday life in an exciting way.

Multimedia Messaging

The Multimedia Messaging Service (MMS) is an evolutionary step after Short Message Service (SMS) which has become an extremely popular communication form. With MMS people are able to instantly share special moments with their friends and colleagues. Short texts will no longer be the only form of media; Instant rich-media communications, directly to the mobile device, will be a huge revolution in mobile messaging.

Let's imagine you taking a photo of your son's soccer goal with your MMS phone. With MMS you can send the photo directly to the MMS phone of your wife or husband. However, not all the people will have an MMS handset at least in the early phases of the service. Therefore it is important to be able to support also people with legacy terminals, such as normal GSM phones. Presence-enabled MMS enables automatic MMS message delivery to MMS phone, GSM phone with WAP, WAP Push or plain SMS capability, and to standard Instant Messaging clients. This greatly extends the userbase for MMS service. The users are able to receive the messages exactly in the way that they want, and which is the most advantageous for them at that time. If you are for example carrying a small WAP phone with you while you are traveling, your presence tells that you can receive a WAP Push message notification to your handset and view the message contents including pictures - converted to your WAP handset. Later, you can view the message in its full form for example in an Internet café. Alternatively if you are online in a standard based Instant Messaging service, you can also receive the message through that service.

For the success of MMS it is also important that message creation is made as user-friendly as possible. It can be enhanced with WEB based MMS creation services that are available also for users without MMS terminals. Even users already having access to an MMS terminal will find it easier to compose messages with a user-friendlier interface. Further applications for MMS can include innovative services, such as a multimedia postcard service. It enables users to send MMS messages to recipients in postcard form through postal services.

Wiral Matrix Messenger™

Wiral Matrix Messenger enables friends and colleagues to communicate instantly regardless of time and place. The instant, real-time characteristics of wireless communications coupled with presence capability and rich media content take user experience to a completely new level. User's presence information **includes** device, availability, **mood** and **location data**. The messaging system routes the incoming messages to the user's current online device in a format that is optimal for the used device. The message content can include text, picture, voice and video. The system works with today's legacy terminals and supports new emerging technologies and devices. Wiral Matrix Messenger is operated and branded by the mobile operator, allowing it to become a seamlessly integrated, operator-specific service.

Wiral Matrix Messenger supports open Instant Messaging, presence and location standards, including IETF, Wireless Village and Location Interoperability Forum (LIF). Compliance with these standards allows Wiral Matrix to provide a compatible solution with Internet and wireless Instant Messaging communities, enabling operators to utilize the huge existing user bases of those services. With Wiral Matrix Messenger, mobile operators and service providers can start generating new revenues today with SMS and WAP, leverage existing infrastructure investments as well as prepare customers for GPRS and Multimedia Messaging Services.

Key Benefits:

- * Presence **data**: device, availability, **mood** and location.
- * Automatic message routing to recipient's online device.
- * SMS-, WAP-, WWW-, Windows-, Java Applet-, J2ME-, EPOC- and PocketPC -clients.
- * Skinnable and customisable client

- * Automatic content optimisation according to receiver's device capabilities.
- * Ringing tone, icon, and rich media content delivery.
- * Advanced privacy features and **personal filters**.
- * Seamless integration, support for Wireless Village and IETF SIMPLE protocols.
- * Integrated billing system with support for pre-paid and post-paid billing with all messaging transactions.

Wiral Matrix Video Messenger™

Wiral Matrix Video Messenger provides video messaging to handheld devices and PC's. Message creation is easy, with automatic encoding of the video content into MPEG4 format. The system provides encoding into low bit rate MPEG4, which is ideally suited for narrow bandwidth wireless devices on GPRS connections. Messages and message notifications are delivered automatically to the recipients' online terminal, whether that is an SMS phone, GPRS WAP, PC or a streaming capable mobile phone. The easy-to-use windows client provides an easy message creation interface, with fully operator customizable client.

The Wiral Matrix Video Messenger is seamlessly linked to Wiral Matrix Messenger, providing easy to use Instant Messaging and MMS.

Key Benefits:

- * Automatic MPEG4 video encoding and decoding using industry standard tools
- * Variable bit-rate streaming of the messages, optimised for wireless devices
- * Presence **data**: device, availability, **mood** and location.
- * Automatic message routing to recipient's online device.
- * Automatic content optimisation according to receiver's device capabilities.
- * Advanced privacy features and **personal** filters.
- * SMS-, WAP-, WWW-, Windows-, Java Applet-, J2ME-, EPOC- and PocketPC-clients.
- * Skinnable and customisable client
- * Seamless integration, support for Wireless Village and IETF SIMPLE protocols.
- * Integrated billing system with support for pre-paid and post-paid billing with all messaging transactions.

Wiral Matrix MMS ExtenderTM

Wiral Matrix MMS ExtenderTM enhances MMS user experience with presence, and extends the MMS user base with standard Instant Messaging integration, legacy handset